RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Gene:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **45** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
3	*Winston Filter Box*	12300-24876
3	*Winston Light Box*	12300-22772

PO #120897

Product / Premium Arrival:	**December 8, 1997**
Ship Date to Retail:	**Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE:	**0.8260**
SKU WT (w/o Product):	**1.5000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$1,642.69**

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.70¢ 2-Pack Tear Tape
MUTUAL WHOLESALE

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$84.00 (3 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 97-11-03
TIME: 11:36 AM

WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
TEMPLATE : 900008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204		769329	SUNRISE FOOD MART	2650 STATE ROUTE	MAINE	NY	13802	1				(607)862-9147
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607)775-3500
162204	162226	700336	E-Z MART	285 HARRY L DR	JOHNSON CITY	NY	13790	1				(607)770-1099
162204	162226	743276	VINCE'S BIG M	2658 STATE ROUTE	MAINE	NY	13802	1				(607)862-3269
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0100		(607)772-8585
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607)723-7035
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	1	NYS			(607)773-8420
162204	162223	316818	E-Z MART	1552 CONKLIN RD	CONKLIN	NY	13748	1	NYS			(607)775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1	NYS		902544	(607)785-9823
162204	162233	171091	DEPOSIT BIG M	FRONT STREET	DEPOSIT	NY	13754	1	NYS			(607)467-4749
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607)722-1714
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607)724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607)785-2971
162204	162226	087208	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	5	NYS			(607)754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	1	NYS			(607)785-0981
162204	162226	207059	BARDENS MOBIL MART	2105 E MAIN ST	ENDWELL	NY	13760	1	NYS			(607)754-1123
162204	162226	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	2	NYS	0353-0100		(607)798-0685
162205	162226	691489	E-Z MART #4	RT 12	GREENE	NY	13778	1				(607)656-9339
162205	162231	021787	MR T'S FOOD KING	MAIN STREET	WHITNEY POINT	NY	13862	1	NYS			(607)692-4006
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1	NYS			
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	1				(607)334-9212
162206	162233	171409	BARTLE PHARMACY	PO BOX 634	OXFORD	NY	13830	1	NYS			(607)843-2841
162210	162233	688210	STURGESS PHARMACY	52 MAIN STREET	UNADILLA	NY	13849	1				(607)369-2131
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162210		6588711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANNS	NY	12430	1				(914)254-401
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	1				(607)865-9289
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-2470
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3	NYS			(607)687-9843
162605	162231	269444	HOLLENBECK'S SHUR-S	17 N MAIN ST	NEWARK VALLEY	NY	13811	1	NYS			(607)642-3430

PAGE BREAK TOTAL ACCOUNTS 31 TOTAL QUANTITY 38

TEMPLATE TOTAL ACCOUNTS 31 TOTAL QUANTITY 38

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WHOLESALER PACKING INSTRUCTIONS

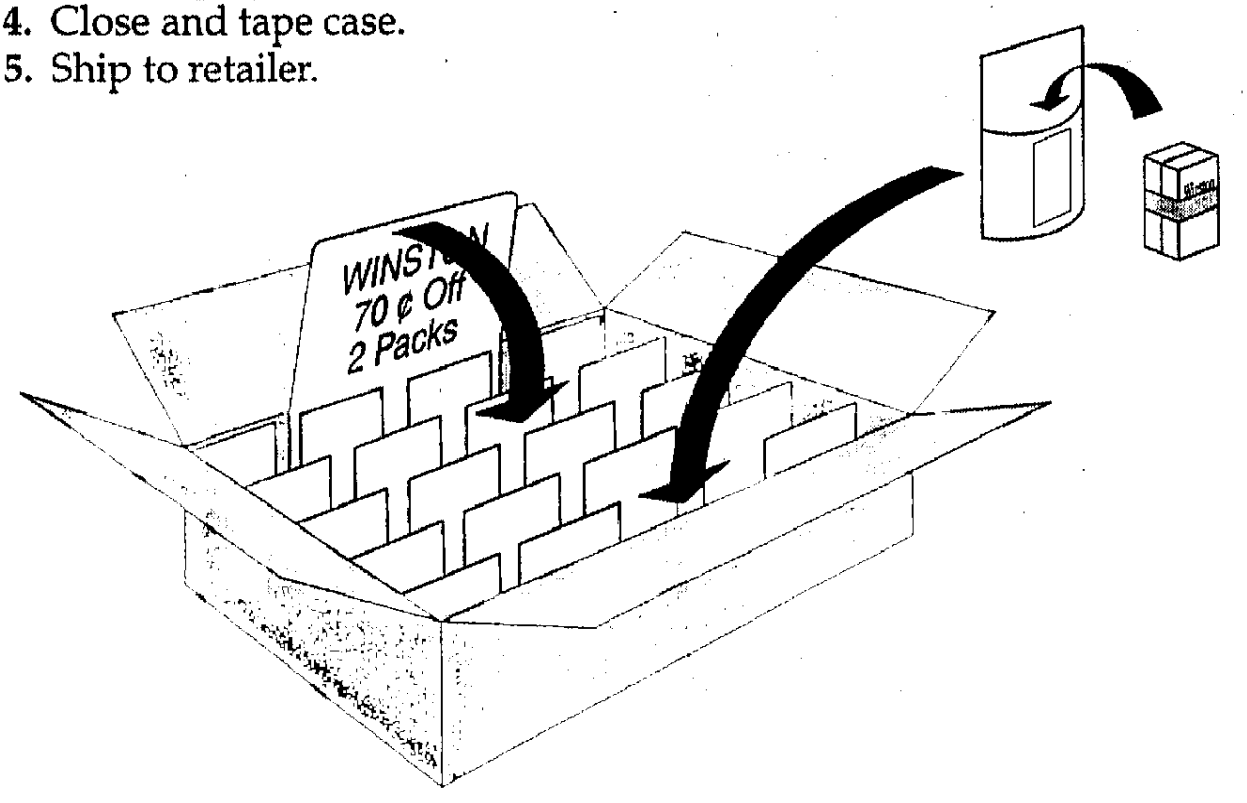
VALUE ADDED PROMOTIONS | 1ST QTR.'98

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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